



Bulletin

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IN THIS ISSUE

3 ASSOCIATION NEWS

Europe Update

Welcome New Members

Member Spotlight

Fabricio Vayra

Peter Sloane

6 FEATURES

Are Colors for You?
A Primer on Protecting Colors
as Marks in the United States

When Is the Use of ® Misleading? German
Federal Supreme Court Sheds New Light

10 LAW & PRACTICE

EUROPEAN UNION

Figurative Elements Dominant
in LA ESPAÑOLA Case

FRANCE

LVMH Successful in Commercial
Link Grievance Against eBay

LIBYA

Trademark Law Amended

PORTUGAL

Payment of Granting Fees No Longer Due

MEMBER SPOTLIGHT



Peter Sloane, a partner and chairman of the trademark and copyright practice group at Leason Ellis LLP in White Plains, New York, USA, has been a trademark professional for 15 years. Peter's interest in trademark and branding issues began while a summer associate at the Manhattan trademark boutique Nims, Howes, Collison, Hansen & Lackert (Professor Nims wrote the seminal treatise on U.S. trademark law prior to Professor McCarthy).

Trademark law is a natural fit for Peter, who has a strong appreciation for good branding and marketing. In his eyes, "It's all about the branding." In fact, he wouldn't stray far from the area even if he weren't practicing trademark law; instead, he would want to work as a brand manager for a consumer products company.

INTA has played an important part in Peter's professional life since his first Annual Meeting in San Diego in 1995, and he has been to almost every Annual Meeting since. "You know that you have been practicing for a long time when you revisit the same cit-

ies again for the Annual Meeting!" He finds that INTA meetings are a chance to get together and have fun and adventures with old friends, including the time "A group of us corralled a limousine outside the Russian Embassy in Washington D.C. (because there were no available taxis in sight) to take us to a late night party for an Australian firm! INTA really is a polyglot of different people and activities."

Peter served on the *INTA Bulletin* Committee during its formative years. He has been a long term member of the Roundtable Subcommittee of the Programs Committee and "loves having the privilege of inviting people to moderate the Roundtables. The Roundtables are fun to attend and easy to moderate because the format is a give-and-take dialog rather than a traditional lecture."

Peter observes that, despite harmonization efforts, trademark practice in the United States still differs from that in many other countries. He believes that extending international registrations into the United States without considering the nuances of U.S. practice can be a recipe for disaster given issues like the U.S. requirement for specificity in the identification of goods/services and the need to have a bona fide intent to use the mark for all the identified goods/services. Peter notes that trademarks today are more likely to be viewed as a business, and trademark practitioners must be able to balance the need for sufficient trademark protection with the expense involved.

Apart from work, Peter likes to spend time with his wife Michele, a professional fundraiser for a non-profit, his daughters Hannah (age 10) and Molly (8), and their dogs and cat. Peter's many personal interests include reading, running, tennis, golf, skiing and social networking on Twitter, LinkedIn and Facebook.

Diane M. Lambillotte, Arnold & Porter LLP, Los Angeles, California, USA
INTA Bulletin Features—Members, Benefits & Services Subcommittee